



IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

In re application of:

Shubhasheesh Anand, et al.

Serial No.: 10/799,048

Filed on: March 11, 2004

)
)
)
)
)
)

Confirmation No.: 6738

Examiner: Unknown

Group Art Unit No.: 3622

For: PREDICTING INVENTORY AVAILABILITY AND PRIORITIZING THE SERVING OF COMPETING
ADVERTISEMENTS BASED ON CONTRACT VALUE

Mail Stop Amendment
Commissioner for Patents
P.O. Box 1450
Alexandria, VA 22313-1450

INFORMATION DISCLOSURE STATEMENT

Sir:

Enclosed is a copy of Information Disclosure Citation Form PTO-1449 together with copies of the documents cited on that form, if needed. Pursuant to 37 C.F.R. § 1.97, the submission of this Information Disclosure Statement is not to be construed as a representation that a search has been made and is not to be construed as an admission that the information cited in this statement is material to patentability.

Pursuant to 37 C.F.R. § 1.97, this Information Disclosure Statement is being submitted under the following (as indicated by an "X" to the left of the paragraph):




37 C.F.R. §1.97(b). It is respectfully requested that the cited documents be considered and that the enclosed Information Disclosure Citation Form PTO-1449 be initialed by the Examiner to indicate such consideration and a copy thereof returned to applicants.

Throughout the pendency of this application, please charge any additional fees, including any required extension of time fees, and credit all overpayments to deposit account 50-1302.

Respectfully submitted,

HICKMAN PALERMO TRUONG & BECKER LLP

Dated: February 17, 2006



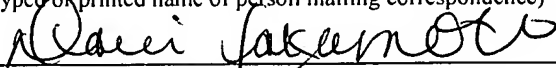
Brian D. Hickman
Reg. No. 35,894

2055 Gateway Place, Suite 550
San Jose, California 95110-1089
Telephone: (408) 414-1080
Facsimile: (408) 414-1076

I hereby certify that this correspondence is being deposited with the United States Postal Service via first class mail with sufficient postage in an envelope addressed to Mail Stop Amendment, Commissioner for Patents, P.O. Box 1450, Alexandria, VA 22313-1450 on
February 17, 2006
(Date of Deposit)

Darci Sakamoto

(Typed or printed name of person mailing correspondence)



(Signature of person mailing correspondence)

IFW

INFORMATION DISCLOSURE CITATION IN AN APPLICATION (PTO-1449)	ATTY. DOCKET NO. 50269-0578	SERIAL NO. 10/799,048
	APPLICANT: Shubhasheesh Anand, et al.	
	FILING DATE: March 11, 2004	GROUP: 3622

U.S. PATENT DOCUMENTS						
Exam. Initial*	Cite No. ¹	U.S. Patent Document		Name of Patentee or Applicant of Cited Document	Date of Publication of Cited Document MM/YYYY	Classification
		Number	Kind Code ² (If known)			
		2003/0028432	A1	Troyansky et al.	2/2003	
		2003/0135460	A1	Talegon et al.	7/2003	
		2003/0149618	A1	Sender et al.	8/2003	
		5,933,811	A	Angles et al.	8/1999	
		6,253,189	B1	Feezel et al.	6/2001	
		6,760,916	B2	Holtz et al.	6/2004	
		6,928,414	B1	Kim	8/2005	

FOREIGN PATENT DOCUMENTS								
Exam. Initial*	Cite No. ¹	Foreign Patent Document			Name of Patentee or Applicant of Cited Document	Date of Publication of Cited Document MM-DD-YYYY	Pages, Columns, Lines, Where Relevant Passages or Relevant Figures Appear	T ⁶
		Office ³	Number ⁴	Kind Code ⁵ (If known)				
		WO	03/052651	A2	Koninklijke Philips Electronics N.V.	06-26-2003		

OTHER ART – NO PATENT LITERATURE DOCUMENTS			
Examiner Initials*	Cite No. ¹	Include name of the author (in CAPITAL LETTERS), title of the article (when appropriate), title of the item (book, magazine, journal, serial, symposium, catalog, etc.), date, page(s), volume-issue number(s), publisher, city and/or country where published	Translation ²
		“Notification of Transmittal of the International Search Report and the Written Opinion of the International Searching Authority, or the Declaration” for corresponding PCT International application No. PCT/US05/08230.	

Examiner Signature	Date Considered	
--------------------	-----------------	--

*EXAMINER: Initial if reference considered, whether or not citation is in conformance with MPEP 609; Draw line through citation if not in conformance and not considered. Include copy of this form with next communication to applicant.

¹Unique citation designation number. ²See attached Kinds of U.S. Patent Documents. ³Enter Office that issued the document, by the two-letter code (WIPO Standard S.3). ⁴For Japanese patent documents, the indication of the year of reign of the Emperor must precede the serial number of the patent document. ⁵Kind of document by the appropriate symbols as indicated on the document under WIPO Standard ST.16 if possible. ⁶Applicant is to place a check mark here if English language Translation is attached.

Burden Hour Statement: This form is estimated to take 2.0 hours to complete. Time will vary depending upon the needs of the individual case. Any comments on the amount of time you are required to complete this form should be sent to the Chief Information Officer, Patent and Trademark Office, Washington, DC 20231. DO NOT SEND FEES OR COMPLETED FORMS TO THIS ADDRESS. SEND TO: Assistant Commissioner for Patents, Washington, DC 20231.